

# GOONJ

---

NOVEMBER EDITION 2023

---



NOVEMBER 2023

N. L. DALMIA INSTITUTE OF MANAGEMENT STUDIES AND  
RESEARCH

# TABLE OF CONTENTS



**Jagdish Mali**  
Co - ordinator



**Ishita Bheda**  
Joint Co - ordinator



**Prerna Mahawar**  
Joint Co - ordinator

01

**JALSA - 2023**

02

**GUEST LECTURE ON  
"FINGERS FALL FIRST  
BEFORE FOOTFALL"**

03

**THINK TANK -  
UNLOCKING MINDS,  
IGNITING IDEAS**

04

**MAADHYAM - 2023**

05

**UTKARSH - 2023**

06

**MULYANKAN - 2023**

# COMMITTEE

CO-ORDINATOR  
**JAGDISH MALI**



JOINT CO-ORDINATOR  
**ISHITA BHEDA**

JOINT CO-ORDINATOR  
**PRERNA MAHAWAR**

MEMBERS  
**TANISHQ SHARMA**  
**OMKAAR BALVALLI**  
**RACHITA MATHUR**  
**RACHNA YADAV**  
**DHRUV AGRAWAL**



## JALSA - 2023



The MSR Committee organised a successful fundraising Garba Event, 'Jalsa,' on 27<sup>th</sup> October 2023, at NLDIMSR Campus. The event aimed to collect funds for installing solar panels at Goratpada ZP School and educational painting. Funds were gathered through various channels, including passes sold to PGDM 1<sup>st</sup> and 2<sup>nd</sup> Year students, faculty members and staff on a voluntary basis. Alumni contributed through passes priced at Rs. 250 per person and Corporates participated by endorsing the event at the venue.



The evening commenced at 6:00 p.m. with traditional attire - clad students entering, followed by a formal welcome and Saraswati Vandan and Aarti. The Garba night featured lively beats of dhol and DJ, creating an enjoyable atmosphere. Notably, alumna Ms. Aakanksha Rawat generously donated Rs. 10,000 towards the cause, recognized and acknowledged by Team MSR. The event included awards for the best - dressed and best garba dancers, along with lucky draw winners receiving gift hampers.



The MSR team expressed gratitude to various contributors, including the Management, Trust Office, CEO Office, Directors Office, Faculty members, Sponsors, Alumni and various Departments, for their support and guidance in the successful organising of Jalsa 2023.



## GUEST LECTURE ON “FINGERS FALL FIRST BEFORE FOOTFALL”



The Ace Club at N. L. Dalmia Institute hosted a Guest Speaker session on '**Fingers fall first before footfall**' for 1<sup>st</sup> and 2<sup>nd</sup> year PGDM Marketing and Business Analytics students on 17<sup>th</sup> November 2023. Mr. Burhanuddin Ratlamwala, Founder of Bratz Digital, led the session. The event began with welcomes by Ms. Kshama and Ms. Foram, followed by felicitation from Prof. Dr. Baisakhi Mitra ma'am, Prof. M.R Koshti sir and Prof. Riyaz Qureshi sir.



Mr. Burhanuddin, with a Maple Digital Technology background, shared insights on Google ad inventories, explaining Return on Ad Spend and social media engagement rates. He discussed the three SEO pillars: on - page, off - page and backlinks, emphasizing website optimization for user - friendly experiences. The session blended practical and technical aspects, engaging the audience with insightful questions.



Prof. Dr. M.R Koshti concluded the session with a token of appreciation to Mr. Burhanuddin Ratlamwala, followed by a Vote of Thanks. The dynamic session effectively condensed essential digital marketing concepts for the students.

## THINK TANK - UNLOCKING MINDS, IGNITING IDEAS

---

The Ace Club (Marketing Committee) at N. L. Dalmia Institute organised the "**Think Tank - Unlocking Minds, Igniting Ideas**", a promotional competition on 9<sup>th</sup> September 2023. The event comprised three rounds, starting with a brand awareness and marketing concepts quiz. From the fifteen teams that advanced to the second round - a Pictionary challenge - six qualified to the final round, known as Brand Wars.

In the Brand Wars round, teams engaged in a structured debate format, advocating for brands within the same product category. Judges, including Prof. Dr. Baisakhi Mitra Ma'am, Miss Akansha Rawat and Miss Saniya Kambli, evaluated teams based on various parameters. Team Synergy Creators emerged as the winners, with Team Marketos as the first runner - up and Team Incredibles as the second runner - up.

Miss Shruti Dwivedi and Miss Adrija Sadhukhan expressed gratitude to the judges and the entire team for their efforts. The competition concluded with a note of thanks to Prof. Dr. Baisakhi Mitra Ma'am, Miss Akansha Rawat and Miss Saniya Kambli for their valuable time and motivation, marking the beginning of more exciting competitions to come.





## MAADHYAM - 2023



The Ace Club (Marketing Committee) at N. L. Dalmia Institute organised the "**Maadhyam**" B - School paper presentation competition on 25<sup>th</sup> November 2023, with the theme "E - commerce Trends and the Future of Retail." Dignitaries included Mr. Mudit Dalmia (Vice President of the N. L. Dalmia Educational Society) , Dr. Seema Saini (CEO of N. L. Dalmia Educational Society) and Prof. Dr. M. A. Khan (Director of N. L. Dalmia Institute of Management Studies and Research). Judges included industry professionals from Kaya Limited Mr. Rajiv Nair, Mr. Sunil Shroff Head of Property Management at Lake shore and Mr. Vishal Parekh Vice President for advertisement business at Reliance Retail.

The competition showcased presentations on e-commerce trends and retail future, coinciding with the launch of the 10<sup>th</sup> edition of MarkX, the Institute's marketing magazine. Team Ashton from NLDIMSR emerged as the winner, with teams from IIT Madras (Team 1Batch2Batch) and IIT Kanpur (Team Alpha) as 1<sup>st</sup> and 2<sup>nd</sup> runners - up respectively. The event featured a Q&A session, an interactive quiz and the announcement of results, concluding with gratitude and the National Anthem.

## UTKARSH - 2023

---



On 24<sup>th</sup> November 2023, the N. L. Dalmia Institute of Management Studies and Research hosted **Utkarsh 2023 - 2024**, a national - level paper presentation competition centered around the theme 'The changing nature of workforce: Challenges and Opportunities.' Judges included Mr. Sharvil Gandhre, Mr. Mihir Talekar and Dr. Shajar Dur Khan, along with faculty members Dr. Chandrakant Varma, Dr. Caral D'Cunha and Dr. Minati Sahoo, alongside other faculty members and students.

The event commenced with the traditional lighting of the lamp and Saraswati Vandana. Dr. Seema Saini emphasised the Institution's dedication to value - based education and Dr. M. A. Khan expressed confidence in the educational value of the event. Teams presented on various aspects of the theme, addressing the evolving workplace, Gen - Z engagement, unemployment concerns and organisational survival strategies.

Team 'B' (NLDIMSR) emerged as the winner, Team 'C' (Welingkar Institute of Management) secured the 1<sup>st</sup> runner - up position and Team 'D' (IBS Mumbai) achieved the 2<sup>nd</sup> runner - up position, receiving cash prizes. The event concluded with the National anthem, leaving a sense of accomplishment. Labdhi Fifadra and Ruchika Velinkar expressed gratitude for the hard work and sportsmanship of all participants in the compiled report.



## MULYANKAN - 2023



The Finance Forum of N. L. Dalmia Institute of Management Studies and Research proudly hosted **MULYANKAN 2023 - 24**, a **flagship Annual B - School Paper Presentation Competition**.

The judges were Mr. Archit Shah, Ms. Ankita Shah and Mr. Rohit Natarajan. The team Finnovators were the winners of the competition and bagged the monetary prize of Rs. 10,000 along with the winner's certificate. They discussed the "Impact on Asset valuations due to changing Global Economy."

Team Work Wizards were first runner - up and they received a certificate and a monetary prize of Rs. 20,000. They shared their views which was followed up by questions asked by the judge Mr. Archit Shah "What are the challenges now Global economy is facing? Relate and tell me how the valuations got impacted?"

Team Das Kapitool was the second runner - up and received a certificate along with a monetary prize of Rs. 10,000. The ceremony concluded with **Harsh Gorasia, Head of Finance Forum**, offered a **Vote of Thanks** and on behalf of Finance Forum, expressed his sincere gratitude to all the judges for helping to make it a success.

# Goonj



**N. L. Dalmia<sup>®</sup>**  
**Institute of Management  
Studies and Research**

*(A School of Excellence of N. L. Dalmia Educational Society)*

Srishti, Sector 1, Mira Road (E), Mumbai Metropolitan Region 401107. India.

T: +91 22 4299 0033 | [goonj@nldalmia.in](mailto:goonj@nldalmia.in)